



 **SPONSORSHIP OPPORTUNITIES** 



CHESTERFIELD PARKS, RECREATION & ARTS

690 Chesterfield Parkway West 63017
chesterfield.mo.us

Dear Business/Organization Representative,

The Chesterfield Parks, Recreation & Arts Department hosts a variety of events and recreational programs throughout the year, bringing a community of all ages together. These events and programs would not be possible without the support and partnership of the local community businesses and organizations. We offer promotional incentives to our sponsors to help promote their business in appreciation for their support.

As an event sponsor, your organization will receive visibility through a variety of marketing, advertising, signage and/or media coverage.

We hope that you will find a sponsorship opportunity that suits your company or organization's vision and needs. However, if you are interested in becoming a sponsor or offering your support and you do not see an applicable fit, please contact me so that we can work within your needs. Sponsorship opportunities are limited in number. Therefore, we encourage you to contact us to discuss your sponsorship as soon as possible to ensure you receive the sponsorship level of your choice that fits your needs best.

Note: Inclusion on marketing materials and press releases for individual events is dependent on the timeliness of the sponsorship pledge submission. Please contact me at your earliest convenience to determine availability and appropriate time-lines for the sponsorship opportunity of your choice. We have also included an order form for your convenience.

Thank you for your time and consideration,

Kari Johnson
Superintendent of Recreation
Chesterfield Parks, Recreation & Arts
636.812.9504
kjohnson@chesterfield.mo.us



chesterfield.mo.us | 636.812.9504 | 690 Chesterfield Parkway West Chesterfield, MO 63017



ABOUT CHESTERFIELD PARKS, RECREATION & ARTS

690 Chesterfield Parkway West 63017
chesterfield.mo.us

RECREATION FACILITIES

Chesterfield Amphitheater
Chesterfield Family Aquatic Center
Chesterfield Valley Athletic Complex

PARKS

Central Park
River's Edge Park
Eberwein Park (Dog Park)
W.F. Dierberg Meditation Park
Railroad Park
Veterans Honor Park

TRAILS

Monarch-Chesterfield Levee Trail
Riparian Trail
Wetlands Trails

PUBLIC ART

Aspire Public Sculpture
The Coyote Sculpture
The Fox Public Sculpture
Gox A & B Public Sculptures
Large Bather III Public Sculpture
Maura Public Sculpture
Meeting Places Public Sculpture
Yue Ling Chen Public Sculpture



1,500,000+
TOTAL VISITORS TO OUR
PARKS AND FACILITIES A YEAR



1,300,000+
YEARLY ATTENDANCE AT THE
ATHLETIC COMPLEX



54,000+
YEARLY ATTENDANCE AT THE
AQUATIC CENTER



488.5
ACRES OF PARK LAND



310,000+
YEARLY ATTENDANCE TO THE
AMPHITHEATER



6
NUMBER OF PARKS



23
MILES OF WALKING AND
BIKING TRAIL ROUTES



3
NUMBER OF REC FACILITIES



9
CITY-OWNED PUBLIC ART



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SPONSORSHIP OPPORTUNITIES

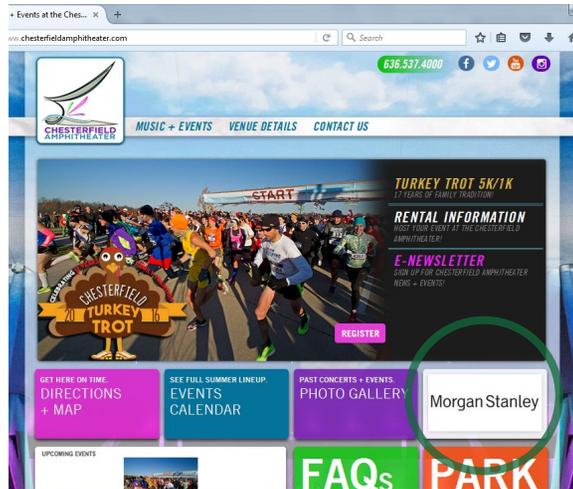
Examples & Media Reach
(Subject to change)



Print Ad



Digital Ad



Website



Mall Kiosk (Misc.)



Map Board at CVAC



T-Shirt Design



Email Newsletters



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EVENT MARKETING OPPORTUNITIES

*Full Spectrum of Marketing Opportunities
(Subject to change)*

ONSITE ADVERTISING

- Set-up onsite the day of the event to distribute information.

PRINT ADVERTISING

- Ad/event listing in Chamber Out & About Magazine (21,000 readership)
- Ad or event listing in West Newsmagazine (67,338 readership)
- Print ads in local publications (100,000+ readership)
- Parks Guide with event information and logo (20,000 readership)

DIGITAL ADVERTISING

- Digital Ad Campaigns (100,000-150,000 impressions)
- Mobile Ad on Y98 website (25,000 impressions)

RADIO ADVERTISING

- 0:30 second ad on Y98 with name mention (603,000 listeners a week)

SOCIAL MEDIA

- Social Media posts on City, Parks and Amphitheater pages (14,100+ followers)

PARKS MOBILE APP

- Added to Events or Recreation Programs page (1,100+ downloads)

BANNER ADVERTISING

- Six 6'x3' banners at major intersections (62,000 vehicles per day)

PRESS/MEDIA EXPOSURE

- Press release sent to local media

EMAIL ADVERTISING

- Amphitheater Events (200+ recipients), Art Events (600+ recipients), Older Adult Events (700+ recipients), Friends of the Park/Get Active Newsletter (1,200+ recipients), Chesterfield Community Newsletter (800+ recipients), Youth Rec Events (700+ recipients), Running Events (4,700+ recipients) and Dog Park (1,100+ recipients)

WEBSITE ADVERTISING

- Posted on the City of Chesterfield website and home page calendar (14,765 visits a year/4,000 every 3 months)
- Posted on the Chesterfield Amphitheater website (174,548 visits a year/44,000 every 3 months)

EVENT CALENDARS

- Posted on online calendars (STLtoday, Ladue News, Riverfront Times, Yelp, STL Sprout, Free Concert STL, West Newsmagazine, St. Louis Public Radio, Fox 2, KMOV 4, KSDK 5 and Eventbrite)

MARKETING COLLATERAL

- Post flyer at City Hall (50 views), Pool (7,500 views), CVAC (10,000 views), YMCA, Dog Park (3,150 views) and Chesterfield Mall kiosk (50,000 views)



chesterfield.mo.us | 636.812.9504 | 690 Chesterfield Parkway West Chesterfield, MO 63017



CHESTERFIELD AMPHITHEATER

631 Veterans Place Drive 63017
chesterfieldamphitheater.com

Chesterfield Amphitheater is a beautiful outdoor amphitheater that is truly unique to the region and the perfect place to see your favorite artists perform. A gorgeous setting, amazing acoustics, and not a bad seat in the house! Only five years old, the Chesterfield Amphitheater has been host to artists such as Kenny Loggins, Big Head Todd and the Monsters, Frankie Ballard, the Strumbellas, Scottie McCreery, Gladys Knight, Diamond Rio, Edwin McCain, The Urge, Umphrey's McGee, Mixmaster Mike, Paul Taylor, Big Head Todd and the Monsters, Otis Clay, Head East, Jon Anderson(Yes), Troop, Silk, Erin Bode, Jeremiah Johnson Band, Royal Southern Brotherhood, Celebration Day, Tyler Florence, Bear Hands.

The Chesterfield Amphitheater can host a variety of theatrical, musical, educational, and corporate events. The facility can seat up to 4,000 patrons and provides a large stage with fixed and lawn seating, concession and restroom areas, and power and audio infrastructure to accommodate small to medium sized events. Take advantage of the full spectrum of adjacent amenities set within Central Park, the lake gazebo, pedestrian bridges, stream walks, lake, trails, playground, Aquatic Center and public art sculptures, including the Awakening.

2016 TOTAL
ATTENDEES
310,000+



THE AMPHITHEATER HAS OVER 310,000 VISITORS EVERY YEAR.



chesterfield.mo.us | 636.812.9504 | 690 Chesterfield Parkway West Chesterfield, MO 63017



CHESTERFIELD VALLEY ATHLETIC COMPLEX

17925 North Outer 40 Road 63005
chesterfield.mo.us

The Chesterfield Valley Athletic Complex (CVAC) sits on 176 acres just south of the scenic backdrop of the Missouri River and is easily accessible to Interstate 64. The CVAC features state-of-the-art facilities including 16 baseball/softball fields, 14 multi-purpose fields and 14 practice baseball/softball fields. Our athletic complex offers fields for all ages, leagues, camps, tournaments and clinics.

Our natural grass fields are impeccably maintained and roomy dugouts can accommodate even the largest team! The field lighting delivers exceptional field visibility for our players.

Even game spectators will feel at home on game day with our professional amenities that include shaded stadium style bleachers, four full service concession buildings, two playgrounds for the youngsters and ample parking. We even offer a 11 mile long trail just north of the CVAC for anyone looking to warm up before or after games.

2016 TOTAL
ATTENDEES
1,300,000+



THE CVAC HOSTS SPORT ENTHUSIASTS FROM ALL OVER THE US.



chesterfield.mo.us | 636.812.9504 | 690 Chesterfield Parkway West Chesterfield, MO 63017



CHESTERFIELD FAMILY AQUATIC CENTER

16365 Lydia Hill Drive 63017
chesterfield.mo.us

The Chesterfield Aquatic Center offers patrons a variety of amenities for all ages. Guests can scream their way down thrilling water slides, enjoy a relaxing float around a lazy river, or dive into a competition pool.

Individuals and families will love the convenient changing areas, showers, lockers, concessions area, and a sunny deck, while the kids play in the AquaPlay unit, which rains water from multiple apparatuses and has a mini slide. The 250 gallon bucket bath which pours down water all day long is a kid favorite.

The Chesterfield Family Aquatic Center is open to the public from Memorial Day weekend until Labor Day weekend.



THE AQUATIC CENTER HAS 54,000 POOL VISITORS EVERY YEAR.



chesterfield.mo.us | 636.812.9504 | 690 Chesterfield Parkway West Chesterfield, MO 63017



EBERWEIN PARK

1627 Old Baxter Road 63017
chesterfieldamphitheater.com

The City of Chesterfield purchased the 18-acre park from the Eberwein family in 2009 for the purposes of developing a community park. This park is named after the Eberwein family who first settled in Chesterfield in the 1850s.

The Eberwein family used this land as a farm and their residence up until the time of purchase by the City. To preserve the history, character, and charm of the site, the Eberwein Park was designed as a passive community park with a farm like theme. To accomplish this, the existing large red barn, which was originally constructed in the early 1900s, will be preserved and has been renovated.

Amenities for the park site include a trail system, dog park, community gardens, educational rain gardens, an open field for play and restrooms.

2016 TOTAL
ATTENDEES
12,600+



EBERWEIN PARK FEATURES A DOG PARK & COMMUNITY GARDENS.



chesterfield.mo.us | 636.812.9504 | 690 Chesterfield Parkway West Chesterfield, MO 63017



RIVER'S EDGE PARK

North of Taubman Prestige Outlet Mall
chesterfield.mo.us

River's Edge Park is a beautiful 188-acre passive park with a 38.5-acre lake. The park features a 2+ mile crushed limestone walking trail with breathtaking scenery and wonderful wildlife. The park is located on the north side of the levee near the Taubman Outlet Mall. Designated parking is in the shared parking lot with the outlet mall.

River's hosts a variety of recreational programs such as kayaking, stand-up and yoga paddleboarding and paddle boat races.

2016 TOTAL
ATTENDEES
5,000+



RIVERS EDGE IS A PASSIVE PARK WITH A LAKE, SHELTER & TRAILS



chesterfield.mo.us | 636.812.9504 | 690 Chesterfield Parkway West Chesterfield, MO 63017



Sounds of Summer

A fun and entertaining musical summer showcase of the region's best artists. The Sounds of Summer Concert Series brings thousands to the Chesterfield Amphitheater on select nights throughout the summer.

ABOUT SOUNDS OF SUMMER

The Sounds of Summer Concerts is a free music series held at the Chesterfield Amphitheater from May through September. Young and old throughout the St. Louis region come to enjoy free live music at the intimate venue that can accommodate 4,000 guests. The curved roof structure of amphitheater provides a direct relationship with the musical artist and patrons.

The Sounds of Summer Concert Series has hosted musical greats such as the Strumbellas, Frankie Ballard, Scotty McCreery and Kenny Loggins.

AVERAGE DEMOGRAPHICS

64% FEMALE AGES 35-54

35% MALE AGES 35-54

\$96,564 AVG HH INCOME

36.7% BACHELOR DEGREE

28.6% GRADUATE DEGREE

KEYWORDS: MUSIC LOVERS, FREE CONCERTS,
LOCAL EVENTS, FAMILIES, OLDER ADULTS, ST.
LOUIS, WEST COUNTY, ST. CHARLES COUNTY.



Sounds of Summer Concert Series



CHESTERFIELD AMPHITHEATER

SPONSORSHIP OPPORTUNITIES

- Onsite opportunity (4,000 attendees per concert)
- Print Ads-logo and/or name placement (108,338 recipients)
- Digital Ads-logo and/or name placement (25,000 recipients)
- Social Media-logo and/or name placement (14,100 followers)
- Parks Mobile App-logo and/or name placement (1,100+ downloads)
- Website-logo and/or name placement (48,000 visitors)
- Email Newsletter-logo and/or name placement (3,300 recipients)
- Banners placed at 6 prominent intersections (62,000 vehicles per day)
- Booth privilege during concert (N/A)
- VIP parking passes (up to two) and VIP seats (up to 10) (N/A)
- Name announcement/two minute sponsor introduction (see above)
- Print collateral-logo and/or name placement (17,550 visitors)
- 10% discount on amphitheater rental for sponsor year (N/A)
- Event calendars-company logo and/or name placement (N/A)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)
- Company name in press release sent to local media (N/A)

2017 CONCERT SCHEDULE

JUN 3 CONCERT 1	JUN 17 CONCERT 2	JUL 15 CONCERT 3
JUL 29 CONCERT 4	AUG 12 CONCERT 5	

2016 REVIEW: 7 CONCERTS
26,500 TOTAL ATTENDEES

Credence Forever, Revelation, Silver Bullet STL & More

TOTAL MEDIA REACH: ~400,000 PEOPLE

TOTAL MARKETING VALUE: \$20,000*

**Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.*



chesterfield.mo.us | 636.812.9504 | 690 Chesterfield Parkway West Chesterfield, MO 63017



Chesterfield Wine & Jazz Festival

The Wine & Jazz Festival, the Midwest's finest outdoor jazz festival, has an exciting lineup that showcases the best in contemporary, straight-ahead and fusion jazz. Enjoy a variety of wine, great food, and fireworks. Feel free to bring your lawn chairs or blankets. Please no outside food or beverages allowed. The following items will not be permitted: outside food, beverages, coolers, containers, tobacco and glass bottles.

Produced by Silverman Music and Autumn Hill Records. For details, visit chesterfieldjazzfestival.com.

AVERAGE DEMOGRAPHICS

64% FEMALE AGES 45-60

35% MALE AGES 45-60

\$96,564 AVG HH INCOME

36.7% BACHELOR DEGREE

28.6% GRADUATE DEGREE

KEYWORDS: JAZZ MUSIC, BLUES MUSIC, FREE CONCERTS/FESTIVALS, LOCAL EVENTS, ART LOVERS, URBAN, ARTISTS, ST. LOUIS CITY/COUNTY, WEST COUNTY, ST. CHARLES COUNTY.



Chesterfield Wine & Jazz Festival



CHESTERFIELD AMPHITHEATER

JUN
24

SPONSORSHIP OPPORTUNITIES

Cabernet Sponsor

- Onsite opportunity (7,000 attendees)
- Print Ads-logo and/or name placement (109,338 recipients)
- Digital Ads-logo and/or name placement (125,000 recipients)
- Website-logo and/or name placement (48,000 visitors)
- Email Newsletter-logo and/or name placement (3,500 recipients)
- Event calendars-company logo and/or name placement (N/A)
- Social Media-logo and/or name placement (14,100 followers)
- Parks Mobile App-logo and/or name placement (1,100+ downloads)
- Print collateral-logo and/or name placement (17,550 visitors)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)
- Company name in press release sent to local media (N/A)

Pinot Sponsor

- Onsite opportunity (7,000 attendees)
- Website-logo and/or name placement (48,000 visitors)
- Email Newsletter-logo and/or name placement (3,500 recipients)
- Social Media-logo and/or name placement (14,100 followers)
- Company name in press release sent to local media (N/A)

Zinfandel Sponsor

- Website-logo and/or name placement (48,000 visitors)
- Social Media-logo and/or name placement (14,100 followers)

7,000 TOTAL ATTENDEES
TOTAL MEDIA REACH: ~375,588 PEOPLE
TOTAL MARKETING VALUE: \$18,779*

*Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.



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St. Louis Civic Orchestra

The St. Louis Civic Orchestra is a true civic orchestra of 65 amateur and professional musicians devoted to their musical avocation, the performance of traditional, holiday and pops orchestral music.

ABOUT THE ST. LOUIS CIVIC ORCHESTRA

The Orchestra, founded in 1949, performs at the William D. Purser, DC Center on the campus of Logan University in Chesterfield, MO, as well as at the Chesterfield Amphitheater for a spring pops concert. They are the resident orchestra of the city of Chesterfield. The Orchestra performs under the leadership of Maestro Ed Dolbashian and Concertmaster Paul Huppert.

AVERAGE DEMOGRAPHICS

60% FEMALE AGES 54+

40% MALE AGES 54+

\$96,564 AVG HH INCOME

36.7% BACHELOR DEGREE

28.6% GRADUATE DEGREE

KEYWORDS: CLASSICAL MUSIC, MUSICIANS,
FREE CONCERTS/FESTIVALS, LOCAL EVENTS,
ART LOVERS, OLDER ADULTS, ADULTS,
ST. LOUIS CITY/COUNTY, WEST
COUNTY, ST. CHARLES COUNTY.



St. Louis Civic Orchestra



CHESTERFIELD AMPHITHEATER

SPONSORSHIP OPPORTUNITIES

- Onsite opportunity (700 attendees)
- Print Ads-logo and/or name placement (41,000 recipients)
- Social Media-logo and/or name placement (14,100 followers)
- Parks Mobile App-logo and/or name placement (1,100+ downloads)
- Website-logo and/or name placement (48,000 visitors)
- Email Newsletter-logo and/or name placement (2,900 recipients)
- Booth privilege during concert (N/A)
- VIP parking passes (up to two) and VIP seats (up to 10) (N/A)
- Name announcement/two minute sponsor introduction (see above)
- Print collateral-logo and/or name placement (17,550 visitors)
- 10% discount on amphitheater rental for sponsor year (N/A)
- Event calendars-company logo and/or name placement (N/A)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)
- Company name in press release sent to local media (N/A)

MAY
18

700 TOTAL ATTENDEES

TOTAL MEDIA REACH: ~175,350 PEOPLE

TOTAL MARKETING VALUE: \$8,767*

***Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.**



chesterfield.mo.us | 636.812.9504 | 690 Chesterfield Parkway West Chesterfield, MO 63017



Movies under the Stars

A night of watching family-friendly movies on a beautiful summer evening under a blanket of stars. The Movies under the Stars series brings kids and adults together at the Chesterfield Amphitheater on select nights throughout the summer.

ABOUT MOVIES UNDER THE STARS

The Movies under the Stars is a free series held at the Chesterfield Amphitheater from May through July. Young and old throughout the St. Louis region come to enjoy free movies at the intimate venue that can accommodate 4,000 guests and combines stylish, modern architecture and state-of-the-art audio technology with community charm. A massive blow-up screen will project the season's most popular feature movies along with kid-friendly activities. The movies begin at dusk.

AVERAGE DEMOGRAPHICS

70% FEMALE AGES 35-54

30% MALE AGES 35-54

\$96,564 AVG HH INCOME

36.7% BACHELOR DEGREE

28.6% GRADUATE DEGREE

KEYWORDS: FAMILIES, KIDS, YOUTH, FREE
EVENTS, LOCAL EVENTS, MOVIE-GOERS, WEST
COUNTY, ST. CHARLES COUNTY.



Movies under the Stars



CHESTERFIELD AMPHITHEATER

SPONSORSHIP OPPORTUNITIES

- Onsite opportunity (2,000 attendees)
- Print Ads-logo and/or name placement. (41,000 recipients)
- Social Media-logo and/or name placement. (14,100 followers)
- Parks Mobile App-logo and/or name placement. (1,100+ downloads)
- Website-logo and/or name placement. (48,000 visitors)
- Email Newsletter-logo and/or name placement. (2,900 recipients)
- Name announcement/two minute sponsor introduction (see above)
- Print collateral-logo and/or name placement. (20,700 visitors)
- Event calendars-company logo and/or name placement (N/A)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)
- Company name in press release sent to local media (N/A)

2017 MOVIE SCHEDULE

JUN 8

MOVIE 1

JUN 22

MOVIE 2

2,000 TOTAL ATTENDEES

TOTAL MEDIA REACH: ~179,800 PEOPLE

TOTAL MARKETING VALUE: \$8,990*

***Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.**



chesterfield.mo.us | 636.812.9504 | 690 Chesterfield Parkway West Chesterfield, MO 63017



4th of July Fireworks Celebration

The biggest and best fireworks show in the St. Louis Metropolitan area is held at the Chesterfield Mall every 4th of July.

ABOUT 4TH OF JULY FIREWORKS CELEBRATION

The 4th of July Fireworks celebration always features a wide variety of entertainment for all ages. The Main Stage features live music from local music scene favorites and we have our very own Kid Zone, an exciting area with clowns, a stilt walker, bounce houses, giant slides, and airbrush tattoos.

Great local food vendors feature a variety of delicious food for patrons throughout the night. The fireworks display is set up west of the Main Stage and provides an up close and unobstructed view of spectacular fireworks. The event is free and draws over 8,000 viewers from the St. Louis region.

AVERAGE DEMOGRAPHICS

64% FEMALE AGES 35-54

35% MALE AGES 35-54

\$96,564 AVG HH INCOME

36.7% BACHELOR DEGREE

28.6% GRADUATE DEGREE

KEYWORDS: FIREWORKS, FREE CONCERTS,
LOCAL EVENTS, FAMILIES, OLDER ADULTS, ST.
LOUIS, WEST COUNTY, ST. CHARLES COUNTY.



4th of July Fireworks Celebration



CHESTERFIELD MALL

SPONSORSHIP OPPORTUNITIES

- Onsite opportunity (10,000 attendees)
- Print Ads-logo/name placement. (108,338 recipients)
- Digital Ads-logo and/or name placement. (125,000 recipients)
- Social Media-logo and/or name placement. (14,100 followers)
- Parks Mobile App-logo and/or name placement. (1,100+ downloads)
- Website-logo and/or name placement. (4,000 visitors)
- Email Newsletter-logo and/or name placement. (3,400 recipients)
- Banners (at entrance, Main Stage or Kid Zone) (see above)
- VIP parking passes (up to six) and VIP Main Stage seats (up to 20) (N/A)
- Booth privilege during concert (at entrance, Main Stage or Kid Zone)
- Name announcement/two minute sponsor introduction (see above)
- Print collateral-logo and/or name placement. (17,550 visitors)
- Photo opportunity with Main Stage performers (N/A)
- Event calendars-company logo and/or name placement (N/A)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)
- Company name in press release sent to local media (N/A)

TUE
JUL 4

10,000 TOTAL ATTENDEES
TOTAL MEDIA REACH: ~333,488 PEOPLE
TOTAL MARKETING VALUE: \$16,675*
*Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.



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Turkey Trot

AVERAGE DEMOGRAPHICS

70% FEMALE AGES 35-54

30% MALE AGES 35-54

\$96,564 AVG HH INCOME

36.7% BACHELOR DEGREE

28.6% GRADUATE DEGREE

KEYWORDS: RUNNERS, 5K, FAMILIES, KIDS,
PARENTS, FREE EVENTS, LOCAL EVENTS,
TRADITION, WEST COUNTY, ST. CHARLES
COUNTY, ST. LOUIS COUNTY.



Turkey Trot



CHESTERFIELD AMPHITHEATER

SPONSORSHIP OPPORTUNITIES

- Print Ads-logo/name placement. (108,338 recipients)
- Digital Ads-logo and/or name placement. (125,000 recipients)
- Social Media-logo and/or name placement. (14,100 followers)
- Radio Ads-name mention. (603,000 listeners)
- Parks Mobile App-logo and/or name placement. (1,100+ downloads)
- Website-logo and/or name placement. (48,000 visitors)
- Email Newsletter-logo and/or name placement. (9,100 recipients)
- Banners placed at 6 prominent intersections. (62,000 vehicles per day)
- Name announcement/two minute sponsor introduction (see above)
- Exclusive logo placement on front of adult/kids t-shirts (3,500 attendees)
- Exclusive logo placement on the back of kids t-shirts (see above)
- Company logo placement on the back of kids t-shirts (see above)
- Complimentary race entries (up to eight) (N/A)
- Print collateral-logo and/or name placement. (20,700 visitors)
- Event calendars-company logo and/or name placement (N/A)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)
- Company name in press release sent to local media (N/A)

THU
NOV 23

3,500 TOTAL ATTENDEES
TOTAL MEDIA REACH: ~1,044,838 PEOPLE
TOTAL MARKETING VALUE: \$52,242*
*Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.



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Kentucky Derby Party

The Kentucky Derby Party is a fun afternoon filled with stylish outfits, exciting games and, of course, a viewing of the most exciting two minutes in sports! The event will include a petting zoo, a horse-drawn carriage for VIP's, a red carpet and a best hat contest!

AVERAGE DEMOGRAPHICS

45% FEMALE AGES 35-65

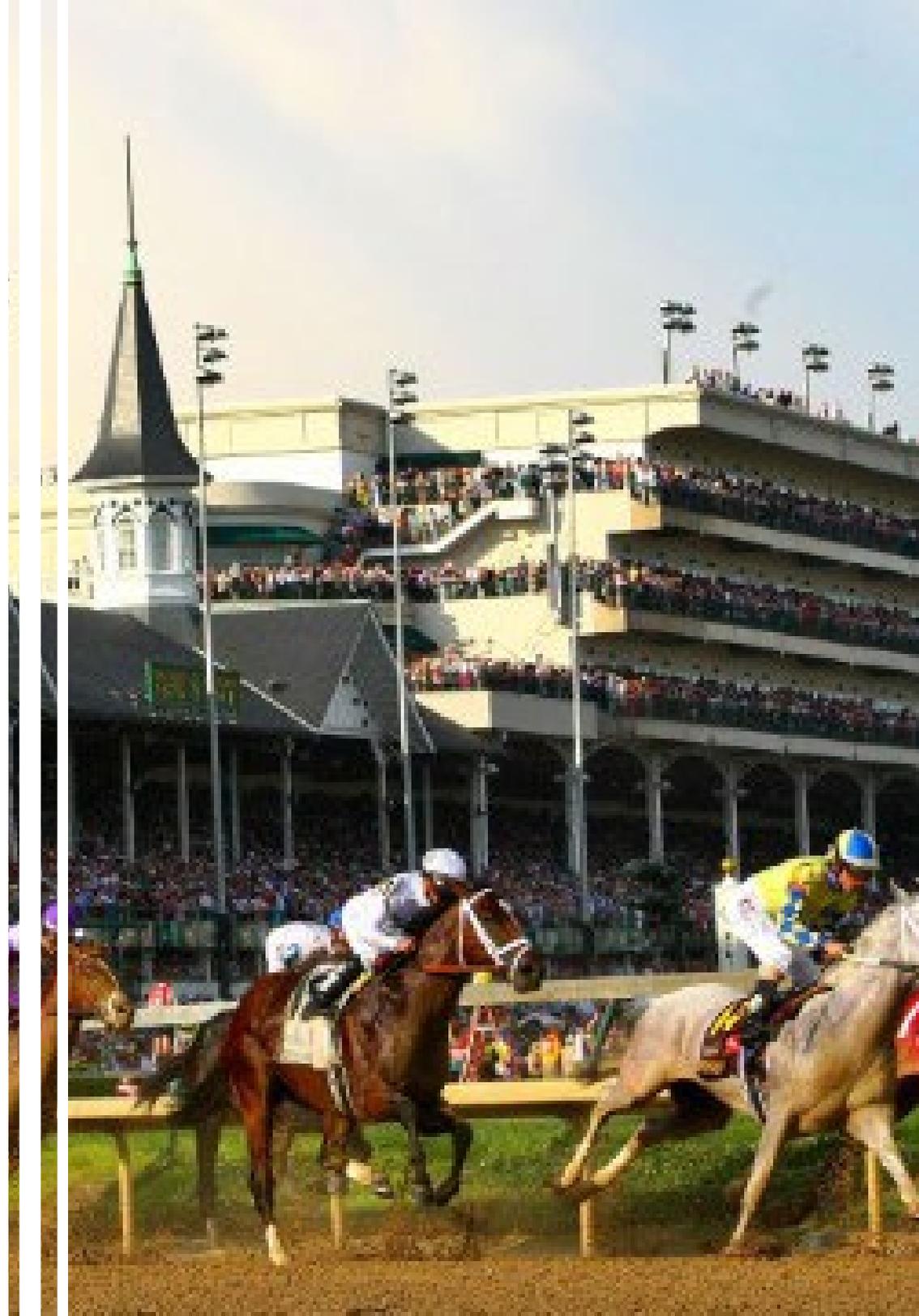
55% MALE AGES 35-65

\$96,564 AVG HH INCOME

36.7% BACHELOR DEGREE

28.6% GRADUATE DEGREE

KEYWORDS: FREE EVENTS, LOCAL EVENTS,
MEN, WOMEN, OLDER ADULTS, ST. LOUIS
CITY/COUNTY, WEST COUNTY, ST. CHARLES
COUNTY.



Kentucky Derby Party



CHESTERFIELD AMPHITHEATER

SPONSORSHIP OPPORTUNITIES

- Onsite opportunity (2,500 attendees)
- Print Ads-logo/name placement (108,338 recipients)
- Digital Ads-logo and/or name placement (125,000 recipients)
- Social Media-logo and/or name placement (14,100 followers)
- Parks Mobile App-logo and/or name placement (1,100+ downloads)
- Website-logo and/or name placement (48,000 visitors)
- Email Newsletter-logo and/or name placement (3,600 recipients)
- Name announcement/two minute sponsor introduction (see above)
- Print collateral-logo and/or name placement (17,550 visitors)
- Event calendars-company logo and/or name placement (N/A)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)
- Company name in press release sent to local media (N/A)

MAY
6

2,500 TOTAL ATTENDEES
TOTAL MEDIA REACH: ~370,188 PEOPLE
TOTAL MARKETING VALUE: \$18,510*
*Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.



chesterfield.mo.us | 636.812.9504 | 690 Chesterfield Parkway West Chesterfield, MO 63017



Chesterfield Valley Athletic Complex

The Chesterfield Valley Athletic Complex is a 176 acre complex in the Valley consists of 16 baseball/softball fields, 14 multi-purpose fields and 14 practice baseball/softball fields, plus four concession buildings, two playgrounds and three parking lots.

ABOUT CHESTERFIELD VALLEY ATHLETIC COMPLEX

The Chesterfield Valley Athletic Complex is an award-winning facility that hosts organized play such as youth and adult leagues, games, tournaments, camps and clinics throughout the outdoor recreation season. The Complex welcomes over 1.3 million guests annually every year.

AVERAGE DEMOGRAPHICS

64% FEMALE AGES 35-54

35% MALE AGES 35-54

\$96,564 AVG HH INCOME

36.7% BACHELOR DEGREE

28.6% GRADUATE DEGREE

KEYWORDS: SPORTS, CAMPS, ATHLETICS,
YOUTH RECREATION, SOCCER, BASEBALL,
LACROSSE, FOOTBALL, SOFTBALL, LEAGUE
PLAY, TOURNAMENTS, MEN, FAMILY, WEST
COUNTY, ST. LOUIS, ST. CHARLES.



Chesterfield Valley Athletic Complex



CHESTERFIELD VALLEY ATHLETIC COMPLEX

SPONSORSHIP OPPORTUNITIES

- Map Board at concession stands-company name, address and map location (1,300,000 visitors) for one year
- Social Media-logo and/or name placement (3,000 followers)
- Website-logo and/or name placement (4,000 visitors)
- Banners (placed on baseball and softball fields from March to October) (see above)
- Logo on soccer field banner (see above)
- Logo added to field number signage (see above)
- Booth privilege at two locations (or display to distribute information)

RECREATION PROGRAMS*

- 3v3 Slam Jam Tournament
- Get Active Programming
- Adult Softball
- Ultimate Frisbee
- MLB Pitch, Hit & Run
- Ascension, CFA, CBSA Leagues
- Start Smart Baseball
- 3v3 Kick It Soccer
- Lacrosse
- Start Smart Soccer
- Men's Soccer Leagues
- Kickaroos Soccer
- Challenger Soccer Camp
- Real Madrid Soccer
- Annual Events (ex. Safety Day)
- 15+ Tournaments (St. Louis Softball Exposure)

*Programs subject to change based on registration.

1,300,000 TOTAL ATTENDEES
TOTAL MEDIA REACH: ~1,307,000 PEOPLE
TOTAL MARKETING VALUE: \$65,350*
*Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.



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3v3 Slam Jam Basketball Tourney

The Slam Jam is a 3v3 basketball tournament for boys and girls ages 10 and up of all abilities. The tournament will be held in July at the Chesterfield Valley Athletic Complex.

ABOUT THE 3v3 SLAM JAM

The tournament will run all day and will culminate with a title game on the championship court for each division. Food vendors, a kids play area, shaded relaxation station, and various competitions such as the three point competition, dunk contest, and skills challenge will go on throughout the day. All teams will play a minimum of three games and will receive event shirts. The divisions will be divided up by age and gender. All games will be played on the parking lot located in the eastern portion of the complex.

AVERAGE DEMOGRAPHICS

ANTICIPATED DEMOGRAPHIC

80% MALE AGES 18-35

20% FEMALE AGES 18-35

KEYWORDS: BASKETBALL, LOCAL SPORTS FAN,
SPORTS, CAMPS, ATHLETICS, HIGH SCHOOL,
COLLEGE, MIDDLE SCHOOL, URBAN, YOUTH
PROGRAMS AND RECREATION, MEN, FAMILY,
TOURNAMENTS, WEST COUNTY, ST. LOUIS
CITY AND COUNTY, ST. CHARLES.



3V3 Slam Jam Basketball Tourney



CHESTERFIELD VALLEY ATHLETIC COMPLEX

SPONSORSHIP OPPORTUNITIES

Tier One Sponsor

- Onsite opportunity (2,500 attendees)
- Print Ads-logo and/or name placement (141,000 recipients)
- Digital Ads-logo and/or name placement (150,000 recipients)
- Radio Ads-name mention (600,000 listeners)
- Parks Mobile App-logo and/or name placement (1,100+ downloads)
- Website-logo and/or name placement (4,000 visitors)
- Email Newsletter-logo and/or name placement (2,800 recipients)
- Event calendars-company logo and/or name placement (N/A)
- Social Media-logo and/or name placement (14,100 followers)
- Parks Mobile App-logo and/or name placement (1,100+ downloads)
- Print collateral-logo and/or name placement (17,550 visitors)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)
- Company name in press release sent to local media (N/A)

JUL
29

Two Two Sponsor

- Onsite opportunity (2,500 attendees)
- Social Media-logo and/or name placement (14,100 followers)
- Parks Mobile App-logo and/or name placement (1,100+ downloads)
- Website-logo and/or name placement (4,000 visitors)
- Print collateral-logo and/or name placement (17,550 visitors)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)

Vendor

- Onsite opportunity (2,500 attendees)
- Website-logo and/or name placement (4,000 visitors)

2,500 TOTAL ATTENDEES
TOTAL MEDIA REACH: ~984,150 PEOPLE
TOTAL MARKETING VALUE: \$49,208*

*Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.



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Family Fun Day at the Ballpark

Family Fun Day at the Ballpark includes an exciting day of activities including Knockerball, a Home Run Derby, Wiffleball, Kickball, plus arts and crafts! Then families can wind down and watch a classic movie beginning at dusk! The event is free to attend.

AVERAGE DEMOGRAPHICS

64% FEMALE AGES 35-54

35% MALE AGES 35-54

\$96,564 AVG HH INCOME

36.7% BACHELOR DEGREE

28.6% GRADUATE DEGREE

KEYWORDS: FAMILY, KIDS, PARENTS, FREE
EVENTS, LOCAL EVENTS, BASEBALL, YOUTH
RECREATION, WEST COUNTY, ST. CHARLES
COUNTY, ST. LOUIS COUNTY.



Family Fun Day at the Ballpark



CHESTERFIELD VALLEY ATHLETIC COMPLEX

SPONSORSHIP OPPORTUNITIES

- Onsite opportunity (500 attendees)
- Print Ads-logo and/or name placement (41,000 recipients)
- Parks Mobile App-logo and/or name placement (1,100+ downloads)
- Website-logo and/or name placement (4,000 visitors)
- Email Newsletter-logo and/or name placement (2,700 recipients)
- Event calendars-company logo and/or name placement (N/A)
- Social Media-logo and/or name placement (14,100 followers)
- Parks Mobile App-logo and/or name placement (1,100+ downloads)
- Print collateral-logo and/or name placement (17,550 visitors)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)
- Company name in press release sent to local media (N/A)

AUG
5

500 TOTAL ATTENDEES

TOTAL MEDIA REACH: ~131,850 PEOPLE

TOTAL MARKETING VALUE: \$6,593*

*Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.



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Art Tour & Reception

The City of Chesterfield hosts a rotating Art Exhibit at City Hall every quarter. The exhibit is on display in the City Hall lobby, Monday through Friday from 8:30 am to 5:00 pm (excluding holidays) and features works of art from established regional artists.

ABOUT THE ART TOUR & ARTIST RECEPTION

Guided tours of the Art Exhibit are offered on the third Tuesday of the Art Exhibit debut month. The tour will cover general overviews to in-depth explorations of the current exhibit and will last between 45 to 60 minutes.

An Artist Reception will be held on the third Friday of the Art Exhibit debut month from 5:00 pm to 6:30 pm in the multi-purpose room at City Hall. The reception will offer an intimate setting for art enthusiasts to meet the artists and an opportunity to discuss the inspiration behind their artwork. The event is free to attend and light hors d'oeuvres and cocktails will be served.

AVERAGE DEMOGRAPHICS

64% FEMALE AGES 35-54

36% MALE AGES 35-54

\$96,564 AVG HH INCOME

36.7% BACHELOR DEGREE

28.6% GRADUATE DEGREE

KEYWORDS: ARTISTS, ART ENTHUSIASTS,
LOCAL ART EVENTS, WEST COUNTY, ST. LOUIS
CITY AND COUNTY.



Art Tour & Artist Reception



CHESTERFIELD CITY HALL

SPONSORSHIP OPPORTUNITIES

- Onsite opportunity (320 attendees every year)
- Print Ads-logo and/or name placement (41,000 recipients)
- Parks Mobile App-logo and/or name placement (1,100+ downloads)
- Website-logo and/or name placement (4,000 visitors)
- Email Newsletter-logo and/or name placement (3,300 recipients)
- Event calendars-company logo and/or name placement (N/A)
- Social Media-logo and/or name placement (14,100 followers)
- Print collateral-logo and/or name placement (17,550 visitors)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)
- Company name in press release sent to local media (N/A)

2017 SCHEDULE

JAN 17 TOUR	APR 18 TOUR	JUL 18 TOUR	OCT 17 TOUR
JAN 20 RECEPTION	APR 21 RECEPTION	JUL 21 RECEPTION	OCT 20 RECEPTION

320 TOTAL ATTENDEES

TOTAL MEDIA REACH: ~131,370 PEOPLE

TOTAL MARKETING VALUE: \$13,137*

*Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.



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Youth Fishing Derby

Kids can compete in contests and win awards at the annual Youth Fishing Derby. A parent or legal guardian must accompany all kids. For the Fishing Derby ONLY, fishing licenses will not be required. The equipment is limited, so please bring your own, if possible.

AVERAGE DEMOGRAPHICS

50% FEMALE AGES 35-54

50% MALE AGES 35-54

\$96,564 AVG HH INCOME

36.7% BACHELOR DEGREE

28.6% GRADUATE DEGREE

KEYWORDS: FISHING, YOUTH, KIDS, OUTDOOR
RECREATION, SPORT, FAMILIES, WEST COUNTY,
ST. CHARLES COUNTY.



Youth Fishing Derby



CENTRAL PARK

SPONSORSHIP OPPORTUNITIES

- Onsite opportunity (100 attendees)
- Print Ads-logo and/or name placement (41,000 recipients)
- Parks Mobile App-logo and/or name placement (1,100+ downloads)
- Website-logo and/or name placement (4,000 visitors)
- Email Newsletter-logo and/or name placement (2,700 recipients)
- Event calendars-company logo and/or name placement (N/A)
- Social Media-logo and/or name placement (14,100 followers)
- Print collateral-logo and/or name placement (17,550 visitors)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)
- Company name in press release sent to local media (N/A)

MAY
13

100 TOTAL ATTENDEES

TOTAL MEDIA REACH: ~130,550 PEOPLE

TOTAL MARKETING VALUE: \$6,528*

*Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.



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K-9 Splash

Chesterfield and Dirk's Fund Golden Retriever Rescue has partnered together the past 12 years to offer our four-legged friends some quality pool time over the hot summer months at the annual K-9 Splash.

ABOUT K-9 SPLASH

The K-9 Splash is a pool party for your pup the first Tuesday following the Labor Day holiday. After swimming with their pals, dogs indulge in delicious snacks while guests mingle with fellow dog lovers by the pool.

AVERAGE DEMOGRAPHICS

55% FEMALE AGES 35-54

45% MALE AGES 35-54

\$96,564 AVG HH INCOME

36.7% BACHELOR DEGREE

28.6% GRADUATE DEGREE

KEYWORDS: DOG OWNERS, FREE EVENTS,
PET-FRIENDLY, ANIMAL LOVERS, MEN, WOM-
EN, YOUTH, FAMILY, ADULT, OLDER ADULT,
WEST COUNTY, ST. LOUIS COUNTY, ST
CHARLES.



K-9 Splash



CHESTERFIELD FAMILY AQUATIC CENTER

SPONSORSHIP OPPORTUNITIES

- Onsite opportunity (300 attendees total)
- Print Ads-logo and/or name placement (41,000 recipients)
- Social Media-logo and/or name placement (14,100 followers)
- Parks Mobile App-logo and/or name placement (1,100+ downloads)
- Website-logo and/or name placement (4,000 visitors)
- Email Newsletter-logo and/or name placement (3,100 recipients)
- Print collateral-logo and/or name placement (10,650 visitors)
- Event calendars-company logo and/or name placement (N/A)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)
- Company name in press release sent to local media (N/A)

TUE
SEP 5

300 TOTAL ATTENDEES

TOTAL MEDIA REACH: ~124,250 PEOPLE

TOTAL MARKETING VALUE: \$6,213*

*Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.



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Cardboard Boat Race & Dive-in Movie

The Cardboard Boat Race offers families the unique opportunity to enjoy the pool with a little friendly competition! The boats are built from corrugated cardboard and duct tape and will race in heats for time. The participants will be divided into two age categories of 13 and under and 14 and above. Everyone must haul away their boats or remains after the event.

ABOUT THE CARDBOARD BOAT RACE

The Cardboard Boat Race is held at the Chesterfield Family Aquatic Center at dusk on a select weekend night in July.

AVERAGE DEMOGRAPHICS

70% FEMALE AGES 35-54

30% MALE AGES 35-54

\$96,564 AVG HH INCOME

36.7% BACHELOR DEGREE

28.6% GRADUATE DEGREE

KEYWORDS: FAMILIES, KIDS, YOUTH, FREE EVENTS, LOCAL EVENTS, CRAFT, AQUATICS, BUILDING, WEST COUNTY, ST. CHARLES COUNTY, ST. LOUIS COUNTY.



Cardboard Boat Race & Dive-in Movie



CHESTERFIELD FAMILY AQUATIC CENTER

SPONSORSHIP OPPORTUNITIES

- Onsite opportunity (300 attendees)
- Print Ads-logo and/or name placement (41,000 recipients)
- Social Media-logo and/or name placement (3,000 followers)
- Parks Mobile App-logo and/or name placement (500+ downloads)
- Website-logo and/or name placement (4,000 visitors)
- Email Newsletter-logo and/or name placement (1,180 recipients)
- Print collateral-logo and/or name placement (7,550 visitors)
- Event calendars-company logo and/or name placement (N/A)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)
- Company name in press release sent to local media (N/A)

SAT
JUL 8

300 TOTAL ATTENDEES

TOTAL MEDIA REACH: ~1,307,000 PEOPLE

TOTAL MARKETING VALUE: \$65,350*

*Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.



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Yappy Hour & Yappy Howl-O-Ween

Yappy Hour and Yappy Howl-O-Ween gives dogs and their owners a well-deserved get together at the end of a long work week.

ABOUT YAPPY HOUR & YAPPY HOWL-O-WEEEN

These events are annual after-work happy hour for dogs and owners on a select Friday in May and in October at the Eberwein Dog Park. Dogs enjoy doggy Yappatizers, cocktails and dog tails as they kick up some dirt on the dog park lawn. Dog owners can watch their pups let loose as they nosh on hors d'oeuvres.

AVERAGE DEMOGRAPHICS

55% FEMALE AGES 35-54

45% MALE AGES 35-54

\$96,564 AVG HH INCOME

36.7% BACHELOR DEGREE

28.6% GRADUATE DEGREE

KEYWORDS: DOG OWNERS, PET-FRIENDLY,
ANIMAL LOVERS, MEN, WOMEN, YOUTH,
ADULT, OLDER ADULT, EXCLUSIVE TO
CHESTERFIELD RESIDENTS.



Yappy Hour & Yappy Howl-O-Ween



EBERWEIN PARK

SPONSORSHIP OPPORTUNITIES

- Onsite opportunity (300 attendees total)
- Print Ads-logo and/or name placement (41,000 recipients)
- Social Media-logo and/or name placement (14,100 followers)
- Parks Mobile App-logo and/or name placement (1,100+ downloads)
- Website-logo and/or name placement (4,000 visitors)
- Email Newsletter-logo and/or name placement (3,100 recipients)
- Print collateral-logo and/or name placement (10,650 visitors)
- Event calendars-company logo and/or name placement (N/A)
- Miscellaneous (panels at mall kiosk, etc.) (50,000 visitors at mall)
- Company name in press release sent to local media (N/A)

2017 SCHEDULE

MAY 12
1ST EVENT

OCT 20
2ND EVENT

300 TOTAL ATTENDEES

TOTAL MEDIA REACH: ~124,250 PEOPLE

TOTAL MARKETING VALUE: \$6,213*

*Does not include ad cost. Equals TOTAL PEOPLE x \$0.05.



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Order Form

Please fill out the following form to confirm your chosen sponsorship package. A contract will follow this agreement. Once we receive your signed contract, our staff will contact you to discuss event arrangements, sponsorship benefits and recognition. Please send your high resolution logo (.eps or vector preferred) to Lisa Bobrzynski at lbobrzynski@chesterfield.mo.us. If you have any questions, please contact Kari Johnson at kjohnson@chesterfield.mo.us.

CONTACT NAME: _____ EMAIL: _____

AMPHITHEATER EVENTS

Sounds of Summer Concert Series: ALL 1 2 3 4 5

Music & Arts Festival

Chesterfield Wine & Jazz Festival

Kentucky Derby Party

Ticketed Concert (artist TBA)

Ticketed Concert (artist TBA)

Concert featuring a Country Music Artist

Turkey Trot: ALL 5K 1K Kids Fun Run

Two Flicks + Chill Movie

St. Louis Civic Orchestra

Movies Under the Stars: ALL 1 2

Kite Festival

NOTES _____

4th of July Fireworks Celebration

3v3 Slam Jam Basketball Tournament

Chesterfield Athletic Complex Field Signage

Chesterfield Athletic Complex Mapboard

Family Fun Day at the Ballpark

Youth Fishing Derby

Safety Day

Triathlon

Try-athlon

Artist Tour(s) & Reception(s): ALL 1 2 3 4

K9 Splash

Yappy Howl-O-Ween & Yappy Hour

Cardboard Boat Race

SIGNATURE _____

DATE _____

